



# 'Port folio.

Marilyn Chiu



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917-328-1329

## **Abstract**

The practice of promoting the sale of goods by creating mental pictures that persuade consumers to make purchases is known as Visual Merchandising. (Bloomsbury, 2017). A successful firm must focus on the customer experience, and visual merchandising is a key component of that. It helps organize the retail area and make it easier for customers to find what they're searching for, increasing their experience when making purchases from your business. Furthermore, professionally planned displays aid in improving client attraction, engagement, and education. Sellers seek to sell more of the products that make them more money than the others. These particular products are highlighted via visual marketing, which increases sales of such products. Neuromarketing strategies are also used in visual merchandising to sway consumers' choices by appealing to their subconscious thoughts. Strategic product placement, shop painting (to establish the tone), smell (to pique your interest), and music are some examples of this (to influence you subconsciously). (Aashish Pahwa, 2022).

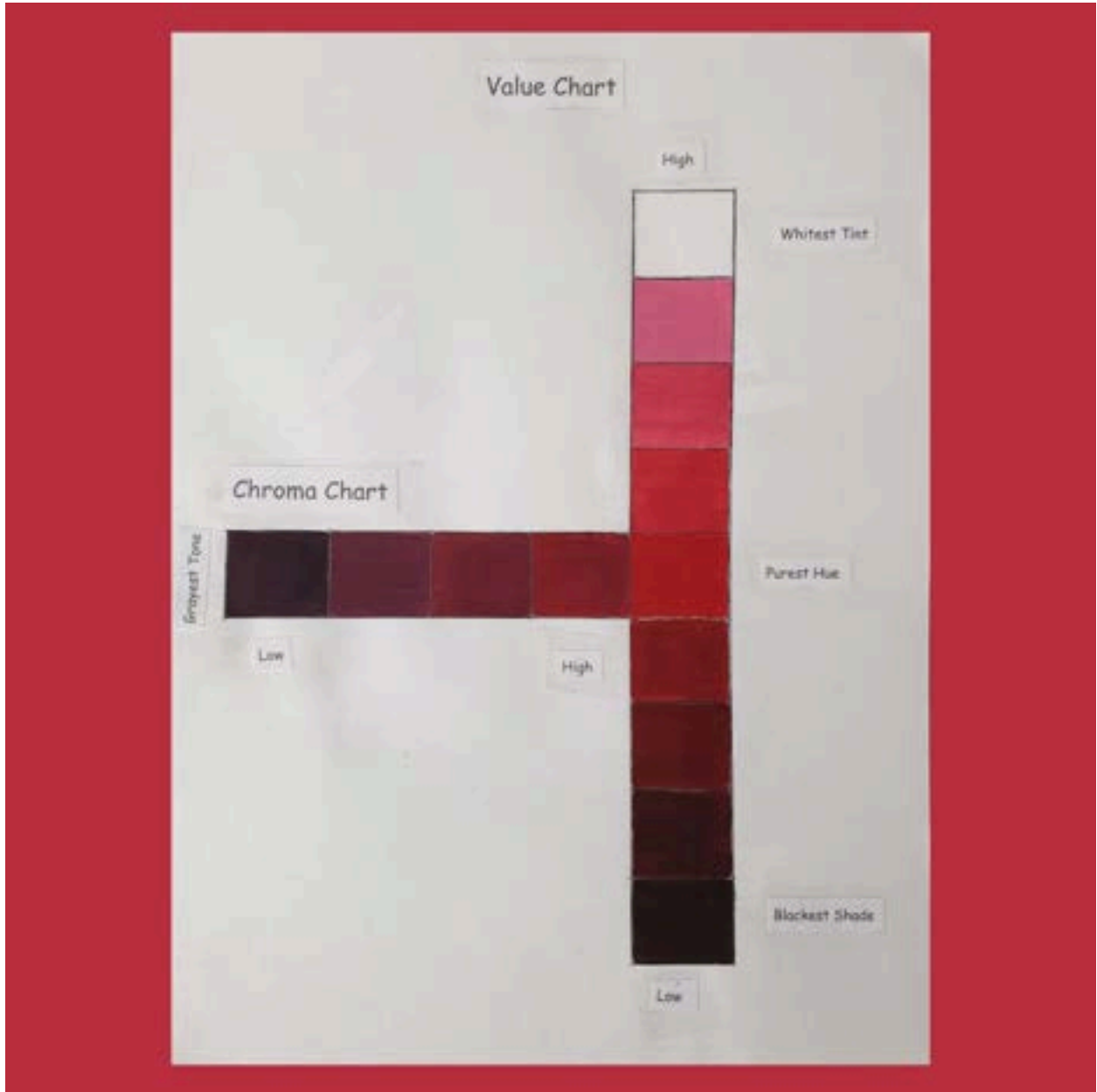
MY e-portfolio is a collection of all of my work over the preceding two years and a semester while studying for a bachelor's degree in Business and Fashion Technology at New York City College of Technology. To exhibit my work, I established an e-portfolio. I've learned a lot about the fashion industry in two years and a semester, and my portfolio shows that. Projects I worked on as a junior became increasingly complicated and valuable. I used my artistic ability to try to acquire a bachelor's degree through classes at the New York City College of Technology. I am interested in the Luxury Retail Sales Associate that Billy Reid, Inc. is offering at their company that was advertised in HandShake. I am pursuing that position by applying with a resume, cover letter, and other projects I have participated in within the past 2 years and a semester at New York City College of Technology.

## Outline

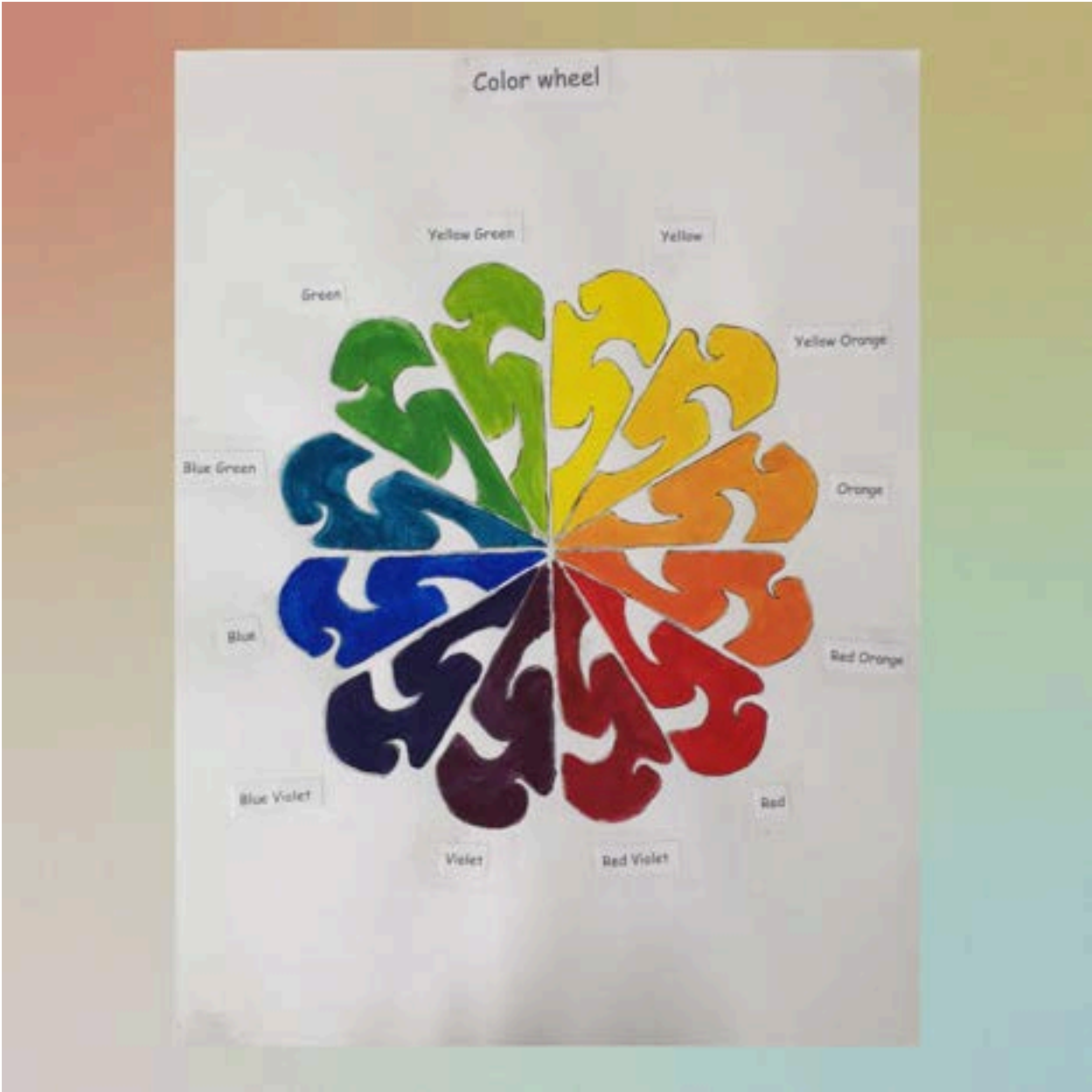
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# Color Project

## Value Chart



**Color Wheel**



## Value Chart and Color Wheel Objectives

The Value Chart shows an organization of systems of what the value chart can range from how light or dark the purest hue can be. The Value Chart is considered to be the most significant variable to succeed in a painting. Colors cannot accurately depict the picture as values can.

Value describes three crucial aspects of the topic in a realistic painting, regardless of whether the subject has volume or is flat. how the surface of the object is textured. Where and how brightly the light source is located. The darks and lights of a painting influence its structure in addition to serving as a source of descriptive information; values provide the visual framework of an image. (Dianne Mize). To practice and understand how the value chart works, I selected red as the purest hue. I then gradually added the tempera paint color black to red to get shadows until I reached the blackest shade. As for the whitest tint, I added the tempera paint color white. The Chroma Chart, it is recognized as saturation or intensity of the purest hue. It shows how subdued the hue looks. I did not have the tempera paint color gray, so I combined the color white and black together to create gray. I then gradually added gray to red to get the high and low grayest tones.

The color wheel describes how the hues connect to each other and the relationship between the color combination that may be based on primary, secondary, or tertiary. Depending on the product and the target market, neutral colors might make a great backdrop choice for a display because they don't conflict with other colors. Visual Merchandisers can decide which colors work well together and which don't by utilizing the color wheel.

With the practice of participating in the value chart and the color wheel, I used the color merchandising strategy as a guide so I can implement the hues to my projects.



## **Museum Promotional Project**

Marilyn Chiu

BUF 2203 - D305 20014

Dr. Woods

November 6, 2022

## Museum Ticket and a Picture of Myself



I went with my older brother to the Brooklyn Museum on the First Saturday of the month, First Saturday: Joyful Resistance. On that day, the Brooklyn Museum was free, so I took that opportunity and as part of my Visual Merchandising project my mission was to find an art piece that was similar to the store window I had already taken before going to the museum. There needed to be similarities in hues, design elements, and principles of design. After exploring the museum and finding an art piece similar to the window display, my brother helped by taking a photo of me standing in front of the museum building as proof that I attended the museum for the project. The museum ticket is attached with the information of the date and time I purchased to attend the museum.



# Brooklyn Museum

You just scored tickets to the Brooklyn Museum!

 <b>Brooklyn Museum</b>	<b>Your Tickets</b> 2 x First Saturday: Joyful Resistance Saturday, Nov 5, 2022 - 5:00pm	 Order # 30V185CQD3
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## Plan Your Visit

We can't wait to welcome you to the Brooklyn Museum! As you plan your day with us, make sure to visit our website for the latest information on [hours](#), [admission](#), [access](#), [tickets](#), and [parking](#). You'll also find information on our [doing actions](#) and our [Instagram](#).

## Order Summary

Order #: 30V185CQD3	Your Details:
Purchase Date: Wednesday, October 26, 2022	Marilyn Chin 378 58TH ST BROOKLYN, NY 11220

Tickets	Price
First Saturday: Joyful Resistance - Saturday, Nov 5, 2022 - 5:00pm at 5:00pm 2 x RSVP RSVP @ \$0.00	\$0.00
<b>Total Payment:</b>	<b>\$0.00</b>

[View Tickets Online](#)

## Museum Promotional Project



### **Tiger and Magpie Korea, Joseon dynasty, 19th-early 20th century & La Moda in Sunset Park 5418 5th ave**

Everywhere there are design elements and principles of design. Visual Merchandisers use Core design tools and Strategies to draw a buyer in and encourage them to buy something. As for art, whether they are joyful or sad, upsetting or exhilarating, art provokes feelings. You can feel and think things through art. Artworks might cause you to reflect on your own emotions as well as the artist's interpretation or message. In this museum promotional project paper, there will be a comparison between a visual display of La Moda in Sunset Park 5418 5th ave and an art work,

“Tiger and Magpie”, from the Brooklyn Museum. The visual display and the art is simple but have a lot of similarities and differences in the design elements and principles of design.

The visual display and the art both have design elements but have some similarities and differences. They both have hues where the hues are neutral. Neutral colors are low tones that give the impression of being colorless but frequently have underlying hues that shift depending on the lighting. The colors white, beige, black, taupe, brown, gray, and cream are examples of neutral hues. They both have neutral colors black, gray, and beige. The Tiger and Magpie is a neutral color that the visual display does not, which is the color white. The Tiger and Magpie medium is ink and color on paper and the texture looks smooth and flat. The mannequin's outfit is simple and smooth. The Tiger and Magpie are not proportional, the size, and shape is different compared to the visual display. The upper body of the drawn tiger looks to be larger than the lower body and the pine tree in the upper right behind the tiger is small while the mannequin in the visual display is proportional because the dimensions and the proportions of a composition's height, width, and depth are the same. If looking at the tiger in the Tiger and Magpie the direction is that the tiger is looking to the right looking towards the magpie. The direction of the visual display is toward the consumer. There are sequences on the tiger of the Tiger and Magpie and on the mannequin shirt of the visual display such as black stroke patterns. The focal point and tension of the Tiger and Magpie is the tiger since the size is bigger with bulging green eyes while the focal point would be the mannequin outfit in which the store is trying to sell men's clothes.

The visual display and the art both have principles of design with some similarities and differences. There is unity in hues because there is repetition in colors for the Tiger and Magpie and for the mannequin in the visual display, the outfit also has the repetition of hues. This leads

to harmony: the visual display and the Tiger and Magpie both have combinations of colors that are not garish. Yes, there is a balance in color but there is no balance in size and proportion for the Tiger and Magpie. Like what was mentioned before, the size of the head and the upper body of the tiger is larger than the lower body of the tiger, so there is also a contrast in size. Also, the tree does not look reasonable for the size in the background. Also, the hues are neutral, there is still a way for the Tiger and Magpie and the visual display to keep taking the attention of the audience which is color and patterns. However, it can be subjective because one may find the Tiger and Magpie and the visual display to be dull, very simple, not surprising, and not eye-catching.

In visual merchandising and in any art form designers use design elements and principles of design to create their displays. In a comparison of the Tiger and Magpie and the visual display, there are similarities and differences within the design elements and principles of design. There were a lot of similarities in hues than size and proportion. The Tiger and Magpie and the visual display are subjective, so people have different perspectives.

## **Job Description**

Billy Reid, Inc.

Luxury Retail Sales Associate/Part-Time

### THE BRAND

Billy Reid began designing under his own name 20 years ago. He created clothes he would want to wear, pairing beautiful fabrics with impeccable construction. In 2005, he opened his flagship store in his new hometown of Florence, Alabama where he would soon move his headquarters. Whether you're shopping in one of our 15 shops across the country or browsing our e-commerce site, we want you to feel at home. We are always looking for hard-working, talented people to work with us and help us grow. We hope to connect with you.

### THE CULTURE

- Creative
- Team-oriented
- Fast-paced, deadlines
- High fashion, strong work ethic

### THE OPPORTUNITY

Our New York retail shops are seeking Sales Associates who are passionate about providing an outstanding customer experience by creating a positive, inviting, and engaging in-store environment. The ideal candidate will have a strong understanding of and passion for the product and enjoy interacting with customers to present a product that will resonate with each shopper.

Ultimately, through this mastery of product and customer interaction, the sales associate will work to achieve both individual and collective shop sales targets.

## THE BENEFITS

- Generous product discounts
- Paid time off
- Medical, Dental, and Vision insurance
- Employer matched 401(k) plan

\*Some benefits may be subject to enrollment conditions such as waiting periods and/or position status.

## THE PROCESS

If you are looking for an exciting opportunity, have a commitment to quality, and thrive off working with smart, creative people, respond here to our active Handshake job posting and/or send your resume to [careers@billyreid.com](mailto:careers@billyreid.com).

Here at Billy Reid, we believe a diverse workplace fosters creativity, is critical to the success of our company, and benefits our communities. We seek to recruit, hire, and promote based on the candidate or employee's qualifications and merit. No regard will be given to race, religion, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, or any other characteristics protected by applicable law. We are committed to being an equal opportunity employer that provides a respectful workplace for all employees.

# Marilyn Chiu

Hard-working driven student Business and Technology of Fashion student excel in meeting deadlines and perform well in a team. Ability to manage time, organize, and communicate. Seeking to increase sales at Billy Reid, Inc.

376 58TH Street  
Brooklyn, NY 11220  
(917) 328-1329  
Marilynnchiu@gmail.com

## EDUCATION

### New York City College of Technology, Brooklyn, NY — *Bachelor of Science*

August 2022 - PRESENT

Business and Technology of Fashion

### New York City College of Technology, Brooklyn, NY — *Associate in Science*

August 2020 - May 2022

Business and Technology of Fashion

### Fort Hamilton High School, Brooklyn, NY— *Diploma*

September 2016 - June 2020

## RELEVANT COURSES

Advertising

Foundations of Marketing

Elements of Sociology

Visual Merchandising

Trend Forecasting and Social Media

## SKILLS

Artistic

Organized

Time Management

## EXTRACURRICULAR ACTIVITIES AND ACHIEVEMENTS

September 2019 - January  
2020

Reach out Member - Have  
participated in a variety of  
events, including, scavenger  
hunt and toy wrapping party

Dean's List

## LANGUAGES

English

Vietnamese

December 5, 2022

Christopher Clayton

Director of Diversity, Equity, and Inclusion

Bill Reid, Inc.

New York City, New York, United States

Dear Christopher Clayton,

I'm getting in touch with you to express my interest in the Handshake job listing for a Luxury Retail Sales Associate. I was really interested in this position since I have a good educational background from the New York City College of Technology. I believe that Billy Reid, Inc. might benefit much from the knowledge and experience.

During my 2 year and a semester experience in New York City College of Technology, I have been participating in group projects and courses that may be beneficial to Billy Reid, Inc. which consist of, Advertising, Foundations of Marketing, Elements of Sociology, Visual Merchandising, and Trend Forecasting & Social Media. The projects I partake in are Advertising Fives Guys, Value Chart, Color Wheel, and Trending Forecasting & Social Media fashion report spring and summer 2024. I am consistent in meeting deadlines on time and at every stage of the meeting's organizations, from planning to taking minutes, I was in charge of keeping and managing confidential data and was also in charge of writing important communications.



I've included my resume with this letter to provide you with further details about my prior professional experience. I'm hoping that my qualifications show that I'm a suitable fit for this position.

I'd want to set up a meeting to go through the position in further depth because I'm extremely interested in learning more about it. In the meanwhile, I would like to thank you for your attention and ask you to get in touch with me whenever you have questions about the possibility.

Sincerely,

Marilyn Chiu

376 58TH Street Apt. 3F

Brooklyn, New York

917-328-1329

[Marilynnchiu@gmail.com](mailto:Marilynnchiu@gmail.com)

## Reference(s)

[\(10\) Luxury Retail Sales Associate/Part-time \(New York, NY\) | Billy Reid, Inc. | Handshake \(joinhandshake.com\)](#)

Pahwa, A., & consultant, A. P. A. startup. (2022, October 21). *What is visual merchandising? - importance, elements, & examples*. Feedough. Retrieved December 8, 2022, from <https://www.feedough.com/what-is-visual-merchandising/#:~:text=Importance%20Of%20Visual%20Merchandising,-A%20good%20looking&text=It%20helps%20to%20organise%20the,better%20with%20carefully%20designed%20displays>.

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*Chapter 3: The psychology behind retail display colors*. Creative Displays Now. (2022, October 10). Retrieved December 8, 2022, from <https://www.creativedisplaysnow.com/guides/understanding-the-retail-customer/chapter-3-the-psychology-behind-retail-display-colors/#:~:text=Retail%20Merchandising%20Color%20Wheel&text=Since%20neutral%20colors%20don%27t,and%20which%20ones%20don%27t>.

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[\(A4\) \(canva.com\)](#)